THE DISNEYANA COLLECTOR

VOLUME I • NUMBER 2

Fall 1982

Not for sale, the witch from "Snow White" greets Disneyana shoppers.

There's treasure on Main Street

If you're a fancier of "things Disney," you've probably daydreamed of chancing upon a dusty attic or cellar full of long-forgotten Disney collectibles. Well, there is such a place, where Disney treasures from the past and the present are everywhere you turn. Hardly a dusty garret, it is Disneyland's "Disneyana-Walt Disney Collectibles" Shop.

Tucked away between the Crystal Arcade and New Century Clock Shop in the Emporium, the Disneyana Shop opened its doors in January of 1976.

Walt Disney World's Merchandising Division set about collecting special Disney merchandise and art, both old and new, for the ever-growing numbers of Disneyana collectors.

Back in the 1930's, Walt Disney Productions first began granting licenses for goods with the likenesses of Mickey, Donald and Pluto. The first efforts were fairly modest—a child's school tablet or handkerchief.

Since then, Disney characters have worked retail magic for everything from clothing to orange juice.

Since Walt insisted that only high-quality goods could feature a character, many very early licensed items have survived and are on display in the Disneyana Shop.

Whenever one of these treasured Disney collectibles is sold, the buyer gets a special card giving the history of the item, including when it was originally sold, what movie it is based on and a description of the piece. The buyer is also asked to leave his name and address, to help keep track of these rare items.

Disney collectibles comprise just a small part of what you'll encounter at the Disneyana Shop. The beautiful cel art from Disney animated motion pictures is also for sale. The unique style of Disney animation requires thousands upon thousands of individual drawings to achieve the lifelike movement seen on the screen. After a film such as *The Fox and the Hound* is finished, a number of the cels are shipped to the Disneyana Shop for sale to the public. Each one bears the Disney stamp, bearing witness to its authenticity.

Precious Disney memories have also been captured in beautiful bisque ware. Each piece, whether of a single character, or a recreation of a motion picture scene, is hand-painted and finely finished.

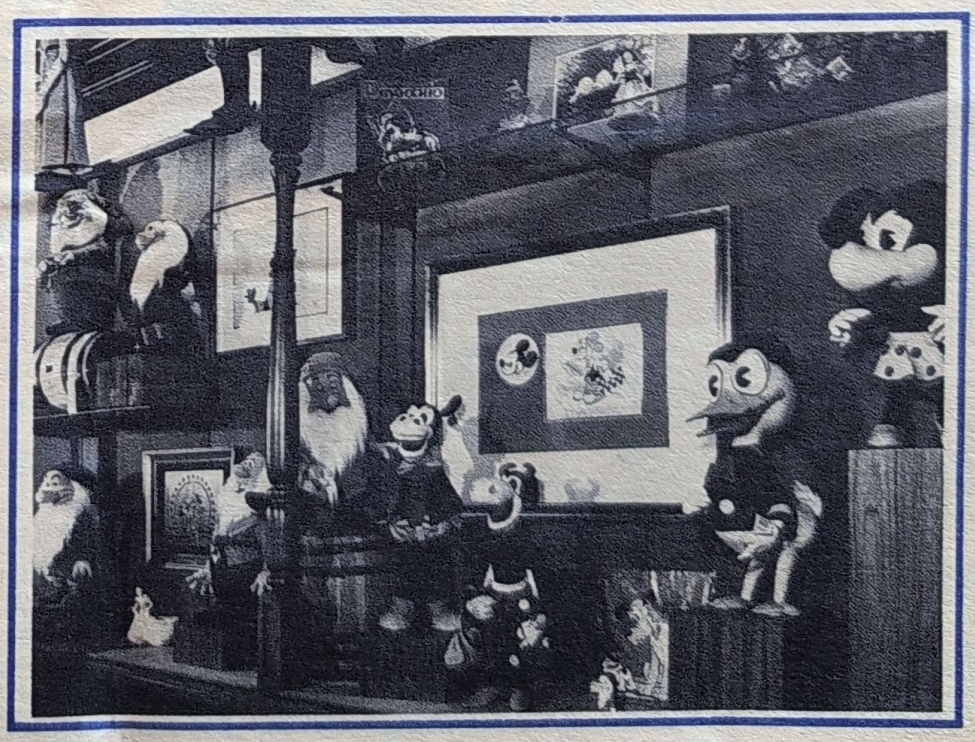
On a larger scale, you're likely to encounter some of the large display figures that have appeared in Emporium window displays.

These detailed recreations of classic Disney motion picture scenes are designed and created by Disney artists in Florida. After they have been admired by literally hundreds of thousands of guests, they leave the Emporium showcases and are for sale.

Only one item in this captivating shop is *not* for sale: The witch from *Snow White and the Seven Dwarfs* sits entrapped behind steel bars. She originally appeared in Walt Disney World's Christmas 1975 Emporium window display. At the end of the season, she was outfitted with a pre-recorded "voice" and shipped to the Disneyana Shop.

Prices for Disneyana range from the very affordable up. Carl Barks's oil "Voodoo Hoodoo" was recently snapped up by a San Francisco collector for a mere $2,700. But there are plenty of other beautiful Disney treasures, from the past and the present, that could fit into any budget.

Looking around the Disneyana Shop, you get a feel of the immense creativity on which the Disney entertainment empire is built. But as Walt was so fond of saying, "It all started with a mouse."



Disneyana fanciers can find everything from toys to original cartoon drawings.

"It takes people" (a lot of them!) to create Emporium window magic

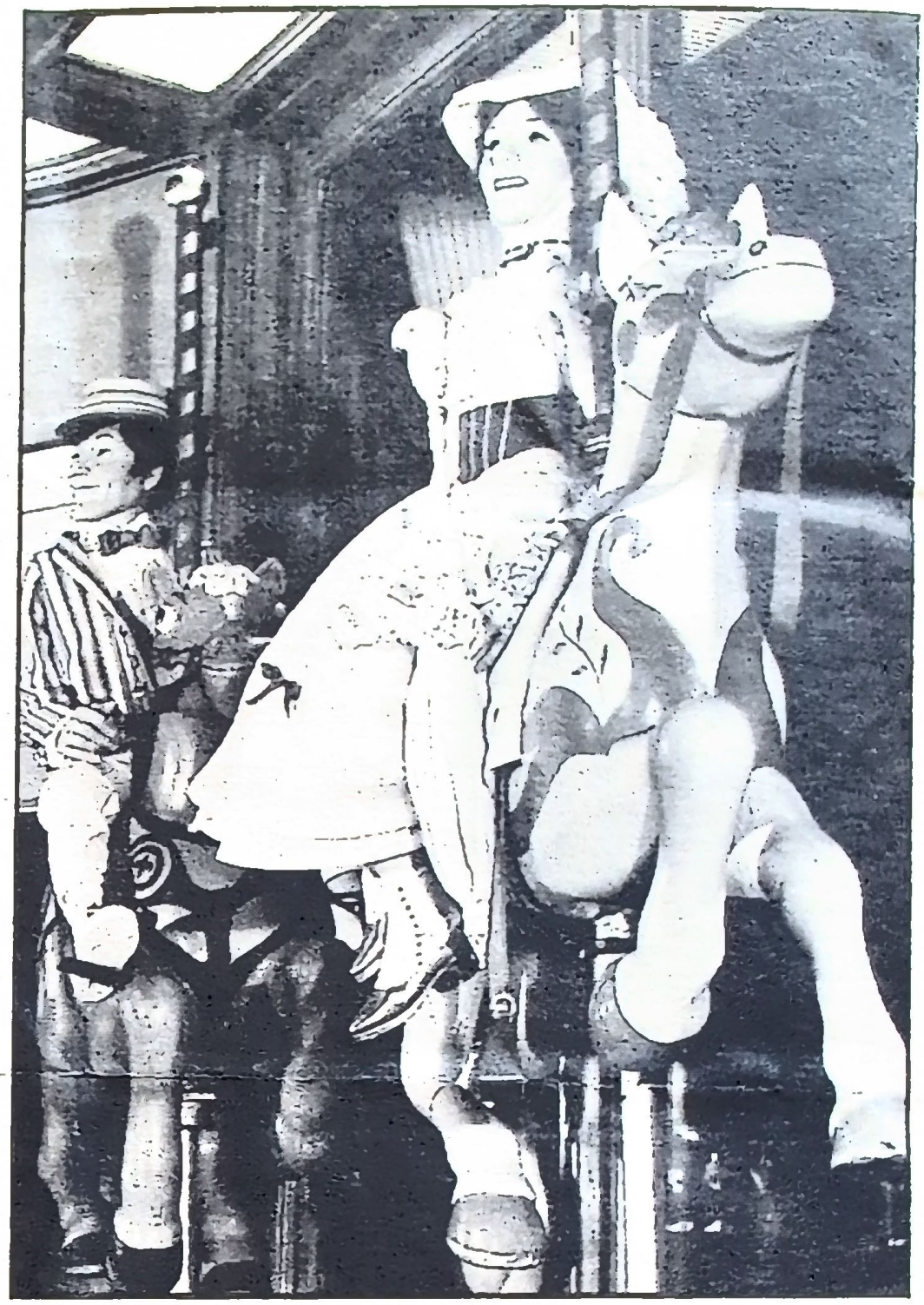
Guests doing a little leisurely window-shopping along Main Street U.S.A. usually come to a complete stop in front of the Emporium. It's not just a display of merchandise that captures their eyes—and imaginations. They're likely to see anything from an erupting volcano to a steaming swamp.

For many years, a specialized team of artists working both in Florida and California have brought the scenes from Disney films to life in the Emporium's windows.

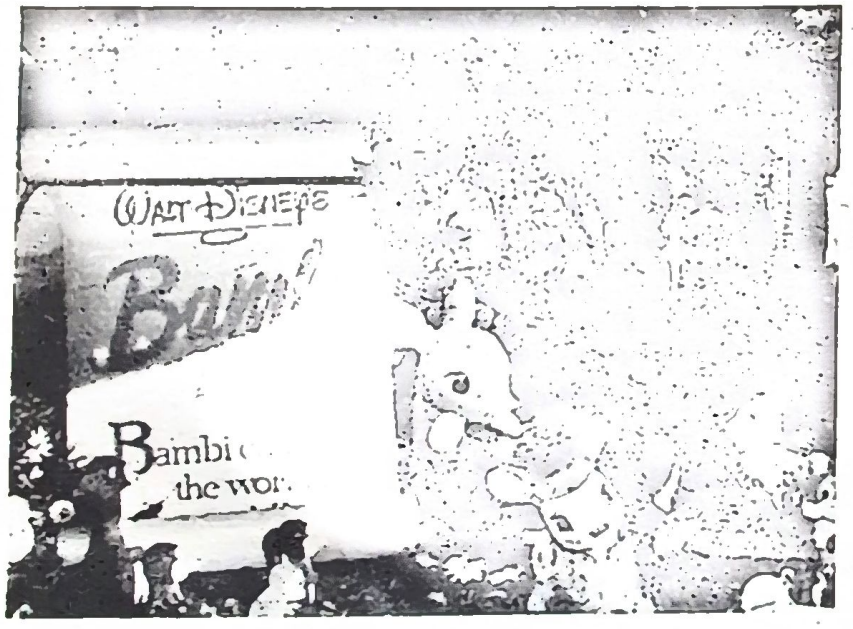
Artists from Disneyland's Creative Services Department initiate each project by screening the film, or working with production "stills." A few key scenes are selected to quickly tell the film's story to passing guests. Sets are designed in painstaking detail, again using the movie as a guide. Then figures are designed which will not only resemble the film's stars, but will also move to recreate the action.

These ideas are shipped to the Merchandising Art Department of Walt Disney World in Florida. There artists and designers create the animated figures. Sculptors produce detailed molds of the actors' faces. The completed figures are then shipped back to Disneyland.

Meanwhile, artists all over the backstage area of the Park are busy with their special contribution. Costume designers spend as many as six months producing each tiny wardrobe. Each garment, right down to a sock or a necktie, is sewn by hand.



Julie Andrews and Dick Van Dyke are captured in a classic scene from "Mary Poppins."



Snow White frolics with the Seven Dwarfs.

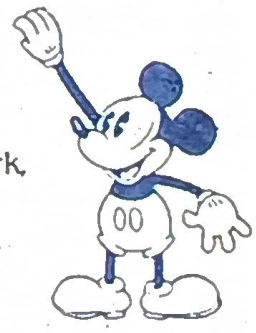
Carpenters and modelmakers build the intricate sets. Tiny props have to be gathered or made from scratch. Twine may be used as a coil of rope, and branches can easily be used trees, but many miniature props have to be made especially for a particular scene by hand.

Perspective is very important to achieve the realistic look that makes these windows such show (and traffic) stoppers. Figures placed in the foreground are often twice as large as those in the back. This gives each scene a three-dimensional look.

The Disneyland Electrical Department has installed more than ten different types of lighting to show off all this hard work to its best advantage. And it is often up to the electricians to help create the realistic special effects. For instance, in the *Island at the Top of the World* windows, they simulated the eruption of a volcano by using flickering lights reflecting off a special fluorescent enamel paint.

Once all the elements are completed, a special team gathers in the early morning hours to get the new "show" ready for Park guests. That's when all the hard work and detailed planning pay off. Each element blends perfectly with the next until a perfectly animated motion picture scene has been reproduced in miniature.

Even as the new set of Emporium windows are making their debut, artists, designers and craftsmen are hard at work, getting their next production ready for an appreciative Disneyland audience.



MICKEY'S MAILBOX

Dear Editor:
I am 14 yrs. old and I visit Walt Disney World often. I own a share of Disney stock, and I have a Disneyana collection.

Yesterday, I was strolling through Frontierland and picked up a copy of THE DISNEYANA COLLECTOR. It didn't stay in good condition and I forgot to get another copy. Would it be possible for you to send me a copy of Volume I, Number 1, Summer 1982?

I am so glad that Disney collectors finally have a publication that pertains to their interests!

G. B. Jr.
Orlando, FL

Dear G.B.:

Of course we're happy to send another copy of the COLLECTOR. But if you want to make sure you have future issues, why don't you request a subscription? (See page 3.)

Ed.

Dear Editor:

Was extremely delighted today when a friend brought me Vol. 1 No. 1 of THE DISNEYANA COLLECTOR...

A publication like this is long overdue! I have wasted no time in sending for a subscription and will be anxiously awaiting all future issues.

Speaking of future issues, I would like to read about prices certain Disney merchandise of the 1930s and 1940s command. Also of much interest to everyone would be news of animated features currently on the drawing boards and lots of advance notice on re-issues.

I have been a Disney fan since the 1930s and a collector for about as long, having seen Snow White *171 times so far since its first release.*

J. C.
Santa Clara, CA

Dear J. C.:

You're in luck. You'll get your chance to see *Snow White* for the 172nd time next summer (1983).

As to prices, well—that's a hot potato, and we prefer not to handle it officially. We'd rather not lend authority to a price quote on any item, thereby possibly driving its price even higher. Besides, prices on collectibles of any kind seem to be subject to a fair amount of fluctuation.

Ed.

Dear Editor:

Thank you for offering such a fine publication for this hobby. How about including in the COLLECTOR a classified ad and trading section?

R. & L. G.
Lomita, CA

Dear R. & L.:

Yours wasn't the only suggestion we received about a classified section. We'd like to offer this service, but due to our quarterly frequency, we don't feel it would be meaningful. However, if we ever go monthly...

Ed.

THE DISNEYANA COLLECTOR
Volume I, Number 2, Fall 1982
Published quarterly by Grolier Enterprises, Inc., Sherman Turnpike, Danbury, CT 06816, in cooperation with Walt Disney Productions. Any reproduction by any means, in whole or in part, without written permission of the Editor, is expressly prohibited. Address inquiries to: Editor, THE DISNEYANA COLLECTOR, Walt Disney Productions, 500 S. Buena Vista, Burbank, CA 91521.

© MCMLXXXII Walt Disney Productions

FREE ★ FREE ★ FREE ★ FREE ★ FREE ★ FREE ★

GREAT NEWS

★ ★ ★ ★ ★ and it's FREE! ★ ★ ★ ★ ★

The Disneyana Collector

★ timely facts ★ figures ★ features ★

As a service to collectors who visit the Disney parks, we have arranged to deliver **The Disneyana Collector** to your home for one year — **FREE** of charge.

This informative fact-filled newsletter is published four times a year. It will keep you up-to-date on all the new and exciting developments in the fascinating world of Disney collectibles. And, because you are a collector, it is yours — absolutely FREE! Just fill out the coupon below and send it to:

The Disneyana Collector
A Service of Grolier Enterprises Inc.
P.O. Box 2000
Danbury, Connecticut 06816

Attention: Subscription Dept.

YES! I am interested in Disney collectibles. Please send me a **FREE** subscription to **The Disneyana Collector** newsletter for one year (4 issues).

Please Print:

Name _____

Address _____

City _____

State _____ Zip _____

If you already receive *The Disneyana Collector*, please pass this offer on to a friend.

BL

THE DISNEY COLLECTION
PROUDLY PRESENTS

"Special Delivery"

FIRST ISSUE — LIMITED EDITION

The Disney Christmas 1982 Ornament

An exclusive Disney collectible, with Disney Collection hallmark, this handsome ornament will be a favorite with Disney fans of all ages — and a "must" for collectors!

Specially created by the artists of Walt Disney Studios, it features: Mickey Mouse, Donald Duck and Dumbo. And, it will be a happy reminder of Christmas 1982 now and for years to come.

- Crafted of porcelain and fired in full-color.
- The perfect gift — complete with attractive gift box
- EDITION STRICTLY LIMITED to the number of orders postmarked by December 25, 1982!
- Available only through this offer — not in stores!
- FIRST ISSUE — start a complete collection!

Don't miss this opportunity to acquire this new, authentic Disney collectible. Order extras for gift-giving.

MCMLXXXII Walt Disney Productions Approx. Size: 2½"

The Disney Christmas 1982 Ornament

My payment is enclosed, please send:

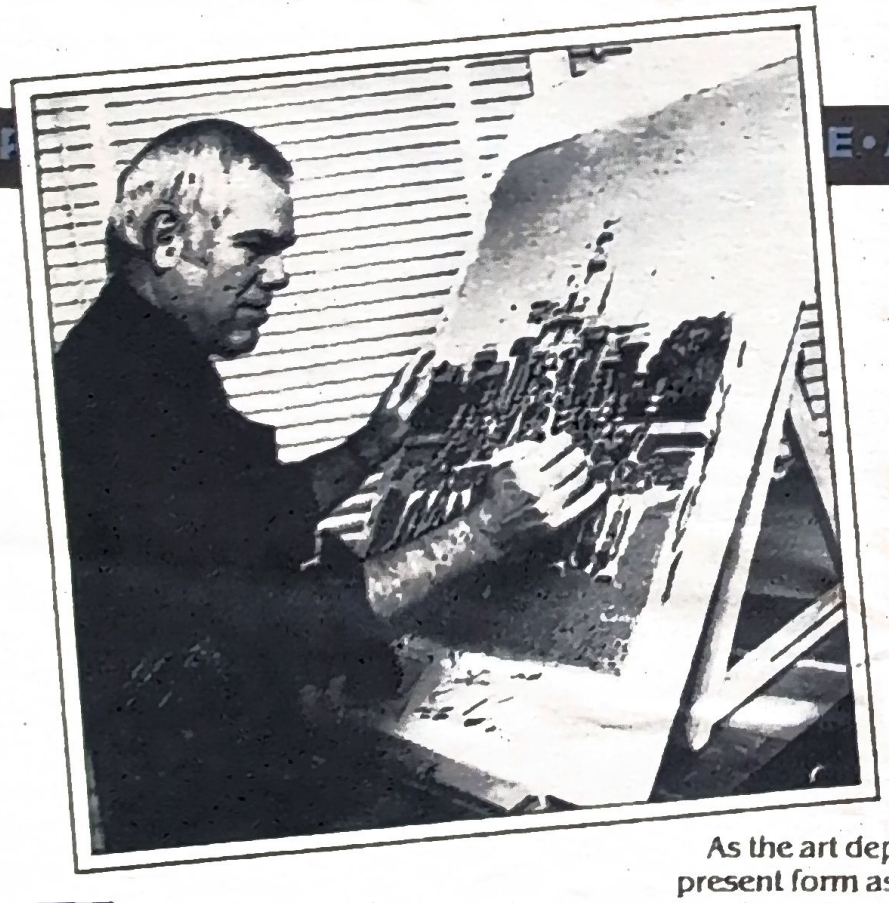
_____ Ornaments @ $9.95 (22301) $ _____
Plus $1.00 shipping and handling _____
N.Y. and CT. Residents add state tax _____
TOTAL of check or money order $ _____

If not satisfied, I may return the ornament within 14 days for a full refund. As a subscriber, I will also receive, for free examination, future additions to the Disney Collection that are offered. I may purchase only those I wish to own.

(PLEASE PRINT:)

Name _____
Address _____
City _____
State _____ Zip _____

THE DISNEY COLLECTION SK
A SERVICE OF GROLIER ENTERPRISES INC.
SHERMAN TURNPIKE, DANBURY, CT 06816



Charles Boyer

CREATOR OF COLLECTIBLES

For most of us, going to work every day is pretty routine. But for Disneyland artist Charles Boyer, it's a constantly changing and challenging stream of projects crossing his drawing board.

Charles's Disneyland career actually began in 1961 when he began doing color sketches of Park visitors. What was meant to be only a temporary position was made permanent when he joined the art department of Disneyland's Marketing Division.

As the art department grew into its present form as Disneyland Creative Services, Charles's talents were used to design everything from Park merchandise to souvenirs. But it soon became apparent that Charles was a superior illustrator. Over the years Charles has produced a myriad of beautiful paintings and sculptures.

And, as always, a new assignment is always waiting for Charles's special touch. In recent months, he has provided beautifully detailed illustrations for such varied pieces as a bank draft to be used by Disneyland's employee credit union to a painting commemorating the 50,000th performance of the Disneyland Band.

Charles is a native of Denver, Colorado, but has been a California resident since the 1930's. Art was an early interest. A first bit of recognition came when he won a prize at an Imperial County Fair art exhibit. The earnings from summer jobs in a plaster factory helped finance his studies at Chouinard Art Institute.

Chances are, if you're an avid Disneyana collector, many pieces in your collection bear that special Boyer touch!

The Disneyana Collector
A Service of Groller Enterprises Inc.
Sherman Turnpike
Danbury, Connecticut 06816

U.S. POSTAGE
PAID
BULK RT.
Groller
Enterprises Inc